

**Black
Census and
Redistricting
Hub**

**Statewide Citizens
Redistricting Commission
Presentation**

November 17, 2020



**CALIFORNIA BLACK CENSUS
AND REDISTRICTING HUB**

Today's Speakers

Kevin Cosney
Civic Engagement &
Coalition Building



Lanae Norwood
Strategic
Communications



James Woodson
Policy, Advocacy,
and Research



Black Census and Redistricting Hub

Coalition Members

Contra Costa County:

- A Safe Return Project
- ACCE Contra Costa
- Building Blocks for Kids
- Lift Up Contra Costa (LUCC)
- RYSE

Kern County:

- African American Network of Kern County

Los Angeles County:

- A New Way of Life
- Anti-Recidivism Coalition
- Black Women for Wellness
- Community Coalition
- Kingdom Life Church
- LA Community Action Network
- LA Black Workers Center
- SCOPE
- Social Justice Learning Institute
- The Community Action League

Sacramento County:

- Sacramento ACT

San Joaquin County:

- Fathers & Families of San Joaquin

Alameda County:

- Oakland Rising

Fresno County:

- Fresno Metro Black Chamber of Commerce
- Central Valley Urban Institute
- Fresno Street Saints

San Bernardino County:

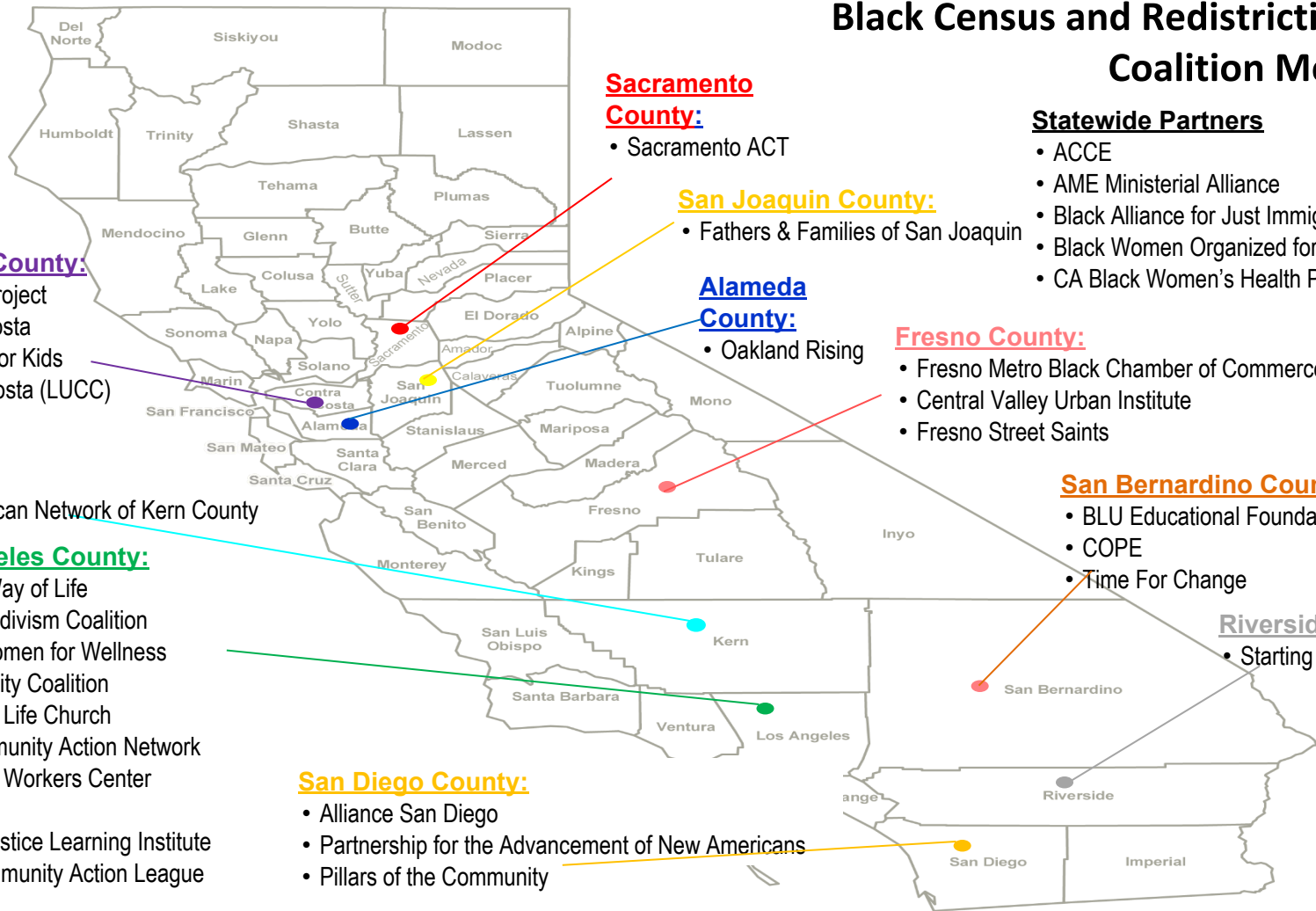
- BLU Educational Foundation
- COPE
- Time For Change

Riverside County:

- Starting Over

San Diego County:

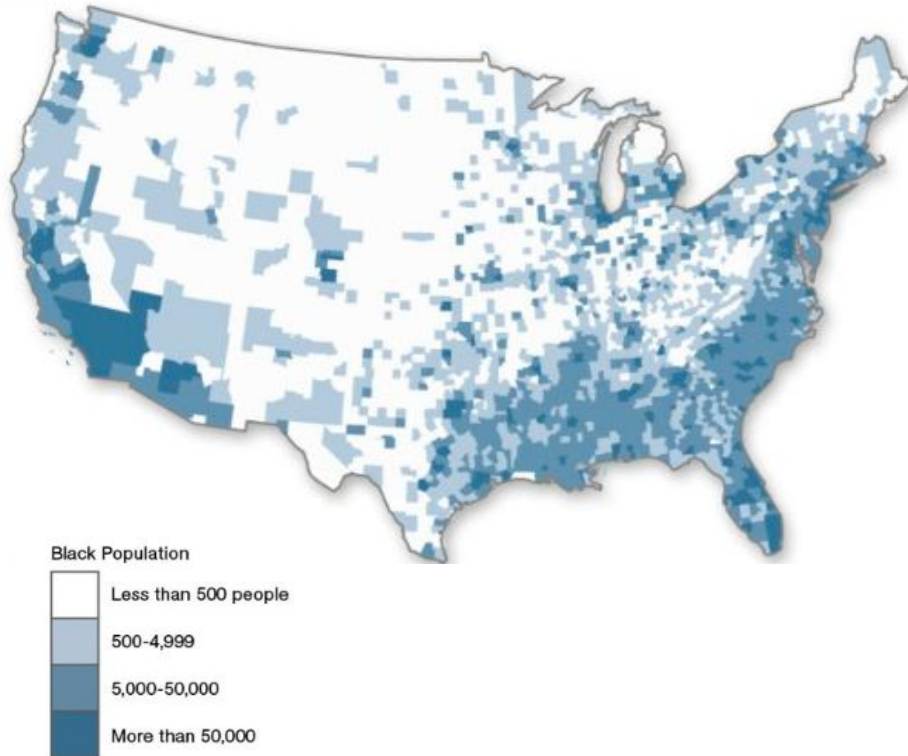
- Alliance San Diego
- Partnership for the Advancement of New Americans
- Pillars of the Community



Hub Strategic Components and Partnerships

1. Policy and Advocacy
2. Data Analysis and Technical Expertise
3. Coalition Building and Coordination
4. Strategic Communications and Thought Leadership

Why a Black Census and Redistricting Hub?



1. California has the 5th largest African American population of any state in the country.
2. There are over 3 million African Americans in the State of California.
3. African Americans have historically been a key part of the socio-political fabric, particularly in the electoral arena, because of the high levels of voter registration/participation, and voting as bloc on key issues facing California.
4. BUT African Americans continue to be disproportionately impacted by those same issues facing California, including in education, employment, health care, and more.

Key Challenges related to Redistricting

- 1. Housing & Homelessness**
- 2. Mass Incarceration**
- 3. Immigration**
- 4. Government Distrust and Lack of Confidence**

Our Redistricting Structure & Process

Pivoting from Census to Redistricting

<u>Census</u>	<u>Redistricting</u>
<ul style="list-style-type: none">● Broad Outreach to Individual Community Members<ul style="list-style-type: none">○ Complete Form○ Info Based on Each Household○ 9 Simple Questions	<ul style="list-style-type: none">● Deep Engagement of Base & Community Stakeholders<ul style="list-style-type: none">○ Participate in Community forum○ Info Based on Community Input○ Technical/Legal Process
<ul style="list-style-type: none">● One to One Engagement & Support of Coalition Partners	<ul style="list-style-type: none">● Regional Coordination & Alignment Building
<ul style="list-style-type: none">● Stakeholders Have Shared & Common Goals	<ul style="list-style-type: none">● Differing Interests--Greater need for Early Coordination

Our Redistricting Structure & Process

1. Community of Interest Data Collection & Line Drawing

- a. Leveraging Grassroots Organizations, Trusted Messengers & Technical Experts
- b. Data Analysis & Community Input
- c. Providing Templates, Facilitation Training, Mapping Tools & Technical Support

2. Regional Hub Structure

- a. Ensure Regional Alignment & Coordination
- b. Synthesize & Submit Community Input

3. Broad Statewide & Regional Coordination

- a. Coordination with Additional Regional Stakeholders
- b. Participation & Coordination in Statewide Redistricting Spaces

Our Approach to Strategic Communications

- **Research and Data Driven**
 - **Multiple Surveys: The Hubs unparalleled AACEP Project- the largest sample size of African American residents in California <11k, BAJI**
 - **Focus Groups: AACEP, California Endowment**
 - **Message Testing: A/B Testing and experimentation**
 - **Proprietary Hard to Count Index**

Relevant Data Points from AACEP Census Message Testing program

- 48% preferred to complete paper forms vs. online forms
- 20% typically uses internet on their cell phone vs. other methods (at home, school, library, etc)
- Of the 5 entities we tested in terms of who people trust the most to give accurate information, state government was ranked lowest behind CBOs, friends and family, federal government, and state government

Our Approach to Strategic Communications

- **Fully Integrated, Culturally Congruent and Targeted**
 - **Custom content and messaging for various constituency groups**
 - Faith Based, young adults, college students, families w/ children, immigrant/ refugees, seniors, LGBTQ+, justice impacted, houseless
- **Multimedia/ Multidimensional:** digital, print, video, radio, TV, in- person, social media.
- **Community Centered and In support of trusted messengers**

Black Hub Recommendations

Key Considerations

1. **Focus on Quality over Quantity.** Redistricting is inherently rooted in community. People will be conversing, coordination, and communicating to identify COIs and district lines. Respect the community process that will naturally take shape and be prepared to receive the value that community will bring.
2. **Work to Clarify Roles.** It will be important to be clear about your role in community engagement vs. the role of other stakeholders and partners. CBOs are already preparing to organize communities, educate residents, and collect data and information. The CRC should work to clarify its role, empower CBOs to gather information needed, and work with community partners to promote public meetings and hearings.

Black Hub Recommendations

Key Considerations (cont'd)

3. Think about Accessibility for Key Constituencies. The Black community is not a monolith. There are many different sectors and demographics within the Black community, including differences by age, gender, political ideology, socioeconomic status, sexual orientation, etc. Each requires specific, targeted strategies to engage. In particular, think about how you will engage these 4 demographics:
- **currently incarcerated residents,**
 - **houseless individuals and families,**
 - **faith communities (including Christian and Muslim), and**
 - **African immigrants and refugees**

Black Hub Specific Recommendations

- 1. Partner with a Third Party if you choose to re-grant funding.** It will prevent you and staff from having to choose winners and losers, but will also avoid conflicts that may occur for community groups who may be receiving funding from the very entity they are directing their advocacy towards.
- 2. Focus on similar sectors as CCCO (geographic, demographic, and industry).** The State Census Office focused its outreach on regions, particular HTC demographics, as well as important industry sectors (e.g. business, labor, faith). These are good guides to determine the communities you may want to solicit input and feedback in each region.

Black Hub Specific Recommendations (cont'd)

- 1. Hire staff that can act as outreach specialists (e.g. State Census Office regional managers, USCB Partnership Specialists).** Each outreach specialist can be assigned a particular region or sector to engage and act as a liaison.
- 2. Form a communications working group, led by your communications director or comms firm,** to ensure there is a strong mechanism for coordination on materials development and outreach/promotion.
- 3. Field test new technologies (e.g. Census PDI).**